

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Staff Services Manager I	<i>Web Content and Usability Manager</i>
NAME OF INCUMBENT:	POSITION NUMBER:
	314-4800-004
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Web Content and Usability Group	<i>Click here to enter text.</i>
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Web Business Services	Staff Services Manager II
BRANCH:	REVISION DATE:
Public Affairs	7/29/2019
Duties Based on: <input checked="" type="checkbox"/> FT <input type="checkbox"/> PT– Fraction _____ <input type="checkbox"/> INT <input type="checkbox"/> Temporary – _____ hours	
2. REQUIREMENTS OF POSITION	
Check all that apply: <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input type="checkbox"/> Conflict of Interest Filing (Form 700) Required <input type="checkbox"/> May be Required to Work in Multiple Locations <input type="checkbox"/> Requires DMV Pull Notice <input type="checkbox"/> Travel May be Required </div> <div style="width: 50%;"> <input type="checkbox"/> Call Center/Counter Environment <input checked="" type="checkbox"/> Requires Fingerprinting & Background Check <input type="checkbox"/> Bilingual Fluency (<i>specify below in Description</i>) <input type="checkbox"/> Other (<i>specify below in Description</i>) </div> </div>	
Description of Position Requirements: (e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.)	
3. DUTIES AND RESPONSIBILITIES OF POSITION	
Summary Statement: (Briefly describe the position's organizational setting and major functions)	
<p>The Public Affairs Branch provides outreach, marketing, and communication services to promote the use and understanding of Employment Development Department (EDD) programs and services. The Web Content and Usability Group consults on user-centered design and usability evaluation methodologies for EDD customer services.</p> <p>Under general direction of the Chief, Web Business Services Division, the incumbent leads the Web Content and Usability team and coordinates EDD program experts to develop, design, and optimize content on the Department's public website and online applications according to usability principles and in compliance with state and federal web/accessibility standards.</p> <p>The incumbent is a leader who demonstrates personal skill and initiative in communication and work habits, is highly organized, and has a demonstrated record of exercising great diplomacy in working with internal and external customers. The incumbent participates on task forces, committees, and workgroups to enhance EDD programs and services.</p>	

Percentage of Duties	Essential Functions
40%	<p>Supervises and leads the Web Content and Usability team in the development, support, and maintenance of the EDD website and online applications, in partnership with the Information Technology Branch. Provides solutions to balance business requirements, design, and customer needs to support the Department's mission and strategic goals.</p> <p>Oversees information architecture, user experience strategies, projects and/or programs related to the web. Reviews and validates the work of team members to ensure consistency, appropriateness, clarity of message, and makes recommendations as needed. Interprets and explains technical information to non-technical individuals. Effectively communicates with staff and management at all levels and exercises great diplomacy when negotiating change and/or providing guidance.</p>
35%	<p>Approves standards, defines functions, and directs staff in user-centered content and design, including accessibility according to Section 508 of the Rehabilitation Act and Web Content Accessibility Guidelines (WCAG).</p> <p>Participates on task forces, committees, and work groups to enhance Department programs and services. Consults and advises stakeholders on projects related to improving the usability and understanding of the Department's online services.</p> <p>Leads staff to provide in-depth research analyses for webpages prior to production and develop metrics for reporting program impact. Assists staff with reviewing web content to ensure compliance with Department policies, standards, and guidelines prior to updating. Works closely with the translation unit to coordinate Spanish content on the website and online applications.</p>
15%	<p>Directs staff to conduct user research and usability testing; and evaluate user experiences.</p> <p>Reviews research on new technologies and best practices related to web content and usability. Evaluates applicability to Department products and services.</p> <p>Fosters staff development, provides training to staff, and prepares probationary and employee performance evaluations. Counsels staff when required.</p>
Percentage of Duties	Marginal Functions
5%	<p>Represents the Web Business Services chief as needed. Performs other duties as assigned by the Deputy Director, which may include miscellaneous activities and providing assistance with special projects for the Director's Office and Labor Workforce Development Agency.</p>
5%	<p>Performs other duties as assigned.</p>

4. WORK ENVIRONMENT <i>(Choose all that apply)</i>		
Standing: Occasionally - activity occurs < 33%	Sitting: Continuously - activity occurs > 66%	
Walking: Occasionally - activity occurs < 33%	Temperature: Temperature Controlled Office Environment	
Lighting: Artificial Lighting	Pushing/Pulling: Occasionally - activity occurs < 33%	
Lifting: Occasionally - activity occurs < 33%	Bending/Stooping: Occasionally - activity occurs < 33%	
Other: <i>Click here to enter text.</i>		
Type of Environment: <input type="checkbox"/> High Rise <input checked="" type="checkbox"/> Cubicle <input type="checkbox"/> Warehouse <input type="checkbox"/> Outdoors <input type="checkbox"/> Other:		
Interaction with Customers: <input type="checkbox"/> Required to work in the lobby <input type="checkbox"/> Required to work at a public counter <input type="checkbox"/> Required to assist customers on the phone <input type="checkbox"/> Required to assist customers in person <input type="checkbox"/> Other:		
5. SUPERVISION EXERCISED: (List total per each classification of staff)		
Directly - 3 ITAs, 4 AGPAs		
6. SIGNATURES		
Employee's Statement: <i>I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Position Statement.</i>		
Employee's Name:		
Employee's Signature:		Date:
Supervisor's Statement: <i>I have reviewed the duties and responsibilities of this position and have provided a copy of the Position Statement to the employee.</i>		
Supervisor's Name:		
Supervisor's Signature:		Date:
7. HRSD USE ONLY		
Personnel Management Group (PMG) Approval		
<input checked="" type="checkbox"/> Duties meet class specification and allocation guidelines.	PMG Analyst Initials	Date Approved
<input type="checkbox"/> Exceptional allocation, STD-625 on file.	KT	4/8/2021
Reasonable Accommodation Unit use ONLY <i>(completed after appointment, if needed)</i> <i>If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division (HRSD), Reasonable Accommodation Coordinator.</i> List any Reasonable Accommodations made:		

Civil Service Classification

Staff Services Manager I

Position Number

314-4800-004

Supervisor: After signatures are obtained, make 2 copies:

- Send a copy to HRSD (via your Attendance Clerk) to file in the employee's Official Personnel File (OPF)
- Provide a copy to the employee
- File original in the supervisor's drop file